

The best way to control your future is to CREATE it.

# THE Women's Conference

- Productive Sessions
- Motivating Speakers
- Innovative Ideas



- Practical Solutions and Strategies
- Straight Answers for the Professional Woman

*"The delights of self-discovery are  
always available."*

— Gail Sheehy

September 22, 2005 • Charlotte, NC • Four Points by Sheraton Hotel  
September 20, 2005 • Raleigh, NC • Holiday Inn Brownstone Hotel  
September 28, 2005 • Wilmington, NC • Holiday Inn Wilmington  
September 29, 2005 • Columbia, SC • Marriott Hotel Columbia

*Individually designed conference agenda,  
created just for you, by you!*

Full conference schedule: pages 4-5

 CAREERTRACK®



*Where ambition and drive meet knowledge and insight ...*

## THE *Women's Conference*



You and other carefully selected achievers from the metro area are cordially invited to one of the most dynamic, life-changing events ever to come to your city.

*The Women's Conference* is a power-packed day of workshops and sessions designed to energize and invigorate you — giving you new ideas and strategies to achieve and succeed according to your goals and standards.

This conference offers a unique 3-track format that lets you select from 12 sessions — making it easy to jump from track to track and choose the workshops most relevant and important to you. And in between, you'll have the opportunity to meet and network with other area professionals — contacts that will be valuable to you long after the conference has ended.

This unique event brings nationally respected speakers and workshop leaders together with the area's most capable professional women (including you!). Miss this day, and there's no telling how many opportunities will pass you by.

Visit our Web site at [www.careertrack.com](http://www.careertrack.com) or call 1-800-556-3009 today to reserve your place ... and rejuvenate your career!

### **THE "BLUE" TRACK: Enhancing Your Career and Professional Development**

These sessions direct you to the skills and strategies that define top-quality managers. Learn how to develop your personal leadership style ... take control of the multiple priorities and projects demanding your attention ... negotiate anything with anyone, and consistently reach advantageous agreements ... stay relaxed, in control, and self-assured through the most pressured situations and settings.

### **THE "RED" TRACK: Expert Communication Skills ... Just for Women**

Learn how to communicate more effectively, with special emphasis on the strengths and hallmarks of the female communication dynamic. Refine an assertive style that commands respect, yet keeps you "human" ... defuse conflict and confrontational situations, and actually use them to your benefit ... keep damaging emotions out of the professional environment ... communicate more effectively with virtually anyone.

### **THE "GREEN" TRACK: The Woman's Professional Toolbox**

Discover the tips and tricks that make it easier to produce and achieve every single day. Eliminate the frustrations that difficult people cause you, and stop the troublemakers who sap your strength ... take control of the clock, and learn how to get more done in less time ... conquer debilitating stress that drains your energy and damages your health ... learn how to keep sight of the "big picture" in your professional life, despite the buzz of daily activity.



# Conference Agenda

8:30 a.m. - 9:00 a.m. REGISTRATION

9:00 a.m. - 10:00 a.m. OPENING SESSION *Achieving Your Potential: How to Gain Respect, Credibility, Power, and Influence in a Competitive Business World*

BREAKOUT SESSIONS	Blue Track: <i>Enhancing Your Career and Professional Development</i>	Red Track: <i>Expert Communication Skills ... Just for Women</i>	Green Track: <i>The Woman's Professional Toolbox</i>
<b>Session 1</b> 10:15 a.m. - 11:15 a.m.	Management and Leadership Skills for Women	Assertive Communication Skills	Stress Solutions for Women
11:15 a.m. - 11:30 a.m.	BREAK		
<b>Session 2</b> 11:30 a.m. - 12:30 p.m.	Managing Multiple Projects and Priorities	Gender-Based Communication: Get Your Point Across	Dealing with Difficult People
12:30 p.m. - 1:45 p.m.	LUNCH (on your own)		
<b>Session 3</b> 1:45 p.m. - 2:45 p.m.	How to Become Self-Confident and in Control	Managing Emotions in the Workplace	Getting It All Done
2:45 p.m. - 3:00 p.m.	BREAK		
<b>Session 4</b> 3:00 p.m. - 4:00 p.m.	Power Negotiation Skills for Women	Communicating Effectively Through Conflict and Confrontation	Getting Ahead in a Competitive Environment: Career Planning

*After the opening session, you may choose to follow one track start to finish or pick 4 individual sessions from each track that interest you most. For more information on individual sessions, see pages 4-5.*

## Conference Q & A

### Why a conference for women only?

Many professional women find that conferences and seminars designed for everyone leave critical questions unanswered ... and key problems unaddressed. This conference won't sidestep the important gender-related issues you face; you'll learn strategies and techniques that are workable and comfortable for you. Just as important, you'll be growing and learning with other professionals who have similar goals — influential women from your community that you might otherwise never meet.

### How does this conference differ from other seminars and courses?

*The Women's Conference* offers the opportunity to "choose your own agenda" by selecting from 12 sessions in 3 different tracks. The conference will expose you to multiple speakers with a dual opportunity — a major session that includes everyone, and "breakout" sessions where you'll learn and accomplish even more in smaller groups. You simply cannot afford to miss it!

### Who is the conference designed for?

It's designed for professional women not of a certain level, occupation, or age, but of a particular attitude — those who are seeking to increase their ability to achieve and succeed ... and are looking for new ideas to help them. You're part of a carefully selected group of individuals who have received this invitation — women who have been identified as top achievers, up-and-comers, and high-potential professionals.

**Register Today!**

**[www.careertrack.com](http://www.careertrack.com) ▼ 1-800-556-3009**



# THE Women's Conference

3 Tracks,  
12 Dynamic  
Sessions



## Opening Session

### Achieving Your Potential: How to Gain Respect, Credibility, Power, and Influence in a Competitive Business World

Who's your professional role model? Look more closely at the successful women we admire the most ... and tap into their insights for achieving and succeeding. You'll learn the 10 powerful strategies that high-achieving women use to reach their goals and hear real-life success stories that prove they work. You'll develop a plan with specific steps to help you earn the respect and credibility that will give your career momentum. Discover the path that will lead you to more personal power — to make a difference and make things happen.

## Blue Track

### Enhancing Your Career and Professional Development

#### Blue Session 1

##### Management and Leadership Skills for Women

Are people looking to you for leadership? Start by looking within yourself for the resources of the successful manager. For those facing the unique challenge of women in management ... how to get stellar results from those you manage while developing a leadership style that commands respect and esteem.

- ☛ Motivate your staff members to give you their best.
- ☛ Learn to identify the strengths and weaknesses of your team.
- ☛ Handle management of friends, former peers, and employees who are older than you.
- ☛ Develop your individual leadership style and enhance your personal power.

#### Blue Session 2

##### Managing Multiple Projects and Priorities

Too much and too little? If you're juggling too many projects and priorities in too little time with too few resources, this power-packed session is for you. Avoid the stress, burnout, and chaos that result from overload — and find innovative new ways to manage it.

- ☛ Take control of your time and work with the clock ... not against it.
- ☛ Multiple tasks made easy — streamline your workday for greater efficiency.
- ☛ Adapt! Learn how to smooth out the bumps caused by changes, crises, delays, and roadblocks.
- ☛ Eliminate the pressure and stress that sap your energy and productivity.

#### Blue Session 3

##### How to Become Self-Confident and in Control

Ever feel as if you're losing the inner strength that got you where you are now? This exciting session is designed to help you tap into that inner calm that keeps you on track, focused, and in control — regardless of the daily pressures you face. You'll learn how to keep your composure and confidence all day, every day.

- ☛ Stand tall and assured in the most intimidating situations.
- ☛ Project an assertive, dignified image that commands respect.
- ☛ Discover 7 secrets to getting in control ... and staying there.
- ☛ Self-management: Develop a unique plan that helps you manage and motivate yourself!

#### Blue Session 4

##### Power Negotiation Skills for Women

Learn winning negotiating techniques designed just for women! For any time you need to reach an agreement, build consensus, or forge a compromise, you'll learn the specific strategies that produce "win-win" results, every time!

- ☛ Learn how gender plays a role in negotiation ... and the specific adjustments women need to make.
- ☛ Leverage and position: Recognize — and use — sources of personal power.
- ☛ Instantly spot negotiating tricks and traps before they compromise your position.
- ☛ Step by step, start to finish: Follow a fail-safe blueprint for successful negotiating!

## Red Track

### Expert Communication Skills ... Just for Women

#### Red Session 1

##### Assertive Communication Skills

Do you sometimes feel you're "too weak" or "too nice"? Or, on the other end of the spectrum, do you come on "too strong" or become overbearing? Between the two extremes lies the secret to effective communication — an assertive style that mixes strength with sensitivity. Learn the "how-tos" of communication styles used by the world's most effective, successful women.

- ☛ Ask for exactly what you want ... and get it. (You don't have to be pushy or aggressive!)
- ☛ Say "no" without being negative or offensive.
- ☛ Enhance the way others perceive you ... and win increased respect and recognition.
- ☛ Prevent common communication traps, and stop the stress that aggressive communication causes.



## Red Session 2

### Gender-Based Communication: Get Your Point Across

Like it or not, there are marked differences in the ways men and women communicate; the trick is to understand and use these differences to your advantage. This session will help you focus on harnessing the strengths of the female communication dynamic, while minimizing common weaknesses.

- ☞ Know the key communication differences between males and females ... and how they can lead to misunderstanding.
- ☞ Identify communication strategies that are appropriate for any office or professional environment.
- ☞ Be aware of communication minus words: Understand the critical nonverbal signals you're sending ... and the signs others are sending you.
- ☞ Demystify mixed signals, communication misfires, and misunderstandings.

## Red Session 3

### Managing Emotions in the Workplace

Your professional relationships are too valuable to be sabotaged by anger, stress, or disappointment. This eye-opening session will help you keep control over your emotions and stay calm and level in the most highly charged situations. Learn immediate-relief strategies that sidestep emotional crisis and save your energy and passion for more productive pursuits.

- ☞ Break the bad habits that set emotions spinning.
- ☞ Halt festering conflicts before they have the chance to explode into damaging outbursts.
- ☞ Know the most effective responses for the emotional overreactions of others.
- ☞ Apply first aid for furious feelings: immediate steps to take when you're about to "lose it."

## Red Session 4

### Communicating Effectively Through Conflict and Confrontation

You can't avoid conflict ... but you can learn to use it in a positive and productive way. This session focuses on how to remove the negativity from disagreement and confrontation and capture its energy to forge new compromises and alliances.

- ☞ Learn proven strategies to resolve conflict ... and when and how to use each one.
- ☞ Confront others without causing defensiveness or hostility.
- ☞ Effectively resolve conflicts between teams and departments.

## Green Track

### The Woman's Professional Toolbox

#### Green Session 1

##### Stress Solutions for Women

Stress is the insidious, omnipresent enemy of today's professional woman; left unmanaged, it leads to burnout, fatigue, anxiety ... even depression. You'll learn how to avoid falling victim to stress and pressure with specific techniques that put the calm and control back in your life, whether it's on the job or at home.

- ☞ Everyone wants balance ... learn how to achieve it!
- ☞ Coping strategies for high-pressure lifestyles: Keep pace without burning out.
- ☞ Relax and recapture your calm — in virtually any situation or setting.
- ☞ Discover stress points unique to women ... and how other successful women conquer them.

## Green Session 2

### Dealing with Difficult People

Virtually no workplace is safe from those demanding, difficult people who frustrate and agitate us. You'll learn specific steps and actions to take the offensive against these troublemakers and stop falling victim to their tactics.

- ☞ Pinpoint difficult types who target women — and find out how to handle them.
- ☞ Learn to identify the 6 personality types of difficult people, and get tips for dealing with each.
- ☞ Master communication tips that make the difference in specific situations.
- ☞ Counteract the negative influence of complainers and grippers.

## Green Session 3

### Getting It All Done

In today's hurry-up, produce-more business environment, you need new ideas and survival skills to keep pace and stay on top of your job. If your "to-do" list never seems to get done, this session is for you! Discover how to gain control over your time and tasks and get more done than you ever thought possible.

- ☞ Identify real priorities when everything seems urgent.
- ☞ Uncover (and eliminate!) insidious time-wasters that can devour your day.
- ☞ Meetings, paperwork, deadlines, and requests: Discover hidden shortcuts in your daily routine.
- ☞ Use power tips to get organized and stay that way — even through crisis, chaos, and overload!

## Green Session 4

### Getting Ahead in a Competitive Environment: Career Planning

Ever lose sight of the "big picture" in your career? If it sometimes seems difficult to remember just what you're trying to accomplish, this enlightening session will help you bring it into focus. You'll begin to develop an overall career plan, with workable strategies to turn your plan into reality.

- ☞ Set realistic, reachable goals ... with checkpoints to measure your progress.
- ☞ The real you: Discover your own ambitions and talents ... and use them to enhance your professional life.
- ☞ Make adjustments: what to do when you want to change the direction or focus of your career.
- ☞ Your "Master Plan": Map a career strategy plan that will set you on your way to fulfilling your goals.

## Guaranteed Results

All of our seminars are 100% SATISFACTION GUARANTEED! We're confident that this conference will give you new ideas and strategies to achieve and succeed according to your goals and standards. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your conference attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.



## On-Site Training Solutions



### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting, and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues, and scheduling concerns.

### Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge, and confidence they need to meet tough workplace challenges head-on, realize their full potential, and perform at their peak.

For a free consultation, visit us online at [www.careertrack.com](http://www.careertrack.com) or call us at 1-800-944-8503 today!

## Experience, Knowledge, Talent: You Can Count on CareerTrack for Superior Conference Leaders

**We search out the best:** Our extensive and ongoing recruitment program ensures that "the best of the best" lead every one of our programs; we look for — and find — those professionals who meet our exacting standards for powerful presentation skills, real-world business experience, top professional credentials, and training acumen.

Each and every prospective trainer passes through a demanding, multilevel screening and audition process ... a process that guarantees only the most talented, capable speakers become part of our team.

**Experience plus training:** Our program leaders present some of the best qualifications in the business. All of our trainers are experienced, high-achieving professionals ... but we don't stop there. Our seminar leaders remain on the cutting edge of business and management through extensive study, networking, and workshops.

**Energetic and stimulating:** We know you're coming to our conference to learn, but that doesn't mean it can't be fun, too. That's why we bring you trainers who are lively, energetic, and exciting. We make it a point to recruit charismatic, dynamic speakers who can grab your attention and keep it for an entire day.

### Timely Topics and Real Substance: *The Women's Conference is for you, the professional woman, and it will help you ...*

1. Take on more leadership roles — with self-assurance and confidence.
2. Communicate more assertively without losing your "sense of self."
3. Minimize high stress levels that leave you irritable and exhausted.
4. Manage multiple projects and priorities without losing focus or control.
5. Get the better of difficult people — instead of falling victim to their tactics.
6. Stay relaxed and in control through any level of crisis or pressure.
7. Stop avoiding conflict and confrontation ... and learn how to use it to your advantage.
8. Find out where your time's wasted ... and how to regain control of your day.
9. Get what you need from anyone, with negotiating strategies that assure your success.
10. Know exactly where you want to go ... and how to get there.



#### Online

[www.careertrack.com](http://www.careertrack.com)

Enroll online! Enter Event # from the schedule.



#### Phone

1-800-556-3009

Customer Service Center  
open 7 a.m. - 7 p.m. CST,  
Monday through Friday



#### Fax

registration form to  
913-967-8847  
24 hours a day, 7 days a week



#### Mail

registration form to  
CareerTrack  
P.O. Box 410498  
Kansas City, MO 64141-0498



## THE WOMEN'S CONFERENCE — REGISTER TODAY!

**1 YES!** Please register me for *The Women's Conference*, a one-day conference for \$149. Group Discounts available; see Registration Information at right for details.

ID#  
194167

☐ **Charlotte, NC – September 22**  
Event #36128  
Four Points by Sheraton Hotel  
201 South McDowell St.

☐ **Wilmington, NC – September 28**  
Event #36129  
Holiday Inn Wilmington  
5032 Market St.

☐ **Raleigh, NC – September 20**  
Event #36126  
Holiday Inn Brownstone Hotel  
1707 Hillsborough St.

☐ **Columbia, SC – September 29**  
Event #36130  
Marriott Hotel Columbia  
1200 Hampton St.

### IMPORTANT INFORMATION

**2** Please fill in VIP number as it appears on the address label.

VIP

### ORGANIZATION INFORMATION

**3** ORGANIZATION NAME

MAILING ADDRESS

CITY

STATE

ZIP

DAYTIME TELEPHONE NUMBER

( )

FAX NUMBER

( )

APPROVING MANAGER'S NAME

Mr.

Ms.

TITLE

E-MAIL ADDRESS

☐ BUSINESS

☐ HOME

### EXPRESS SEMINAR ENROLLMENT

**4** ☐ Please e-mail or fax my confirmation to me within 48 hours.  
My e-mail address or fax number is: \_\_\_\_\_

### NAMES OF ATTENDEES (Please list additional names on a separate sheet.)

**5** #1 ATTENDEE'S NAME

Ms.

JOB TITLE

EVENT #

E-MAIL ADDRESS

☐ BUSINESS

☐ HOME

#2 ATTENDEE'S NAME

Ms.

JOB TITLE

EVENT #

E-MAIL ADDRESS

☐ BUSINESS

☐ HOME

#3 ATTENDEE'S NAME

Ms.

JOB TITLE

EVENT #

E-MAIL ADDRESS

☐ BUSINESS

☐ HOME

### PAYMENT METHOD Payment is due before the program. Our federal ID# is 43-1830400 (FEIN).

**6** Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (5.84%), and West Virginia (6%).

Total amount due: \$ \_\_\_\_\_

☐ Check # \_\_\_\_\_ (payable to CareerTrack) is enclosed.

☐ Bill my organization. Attn: \_\_\_\_\_

☐ Purchase order # \_\_\_\_\_ is enclosed.  
(Attach purchase order to completed registration form.)

☐ Charge to: ☐ AMEX ☐ DISCOVER ☐ MC ☐ VISA

CARD NUMBER

MO. YR.  
EXPIRATION DATE

Card Holder's Name: \_\_\_\_\_

Tax-Exempt #:

Please attach a copy of your Tax-Exempt Certificate for payment processing.

### AFFORDABLE TUITION / GROUP DISCOUNT

Enroll Today! \$149 per person; only \$139 per person for groups of 5 or more from the same organization attending the same event. Hurry, our seats fill fast. Guarantee your enrollment and pay your enrollment fee today! A confirmation will be e-mailed, faxed, or mailed to you once your registration is completed. Please make your preference known at time of registration. Payment is due before the program.

Save \$10 each

**Express Seminar Enrollment!** Please be sure to provide us with your e-mail address or fax number and check the Express Seminar Enrollment box on the registration form. You will receive your e-mailed or faxed confirmation within 48 hours of our receiving your e-mailed, faxed, or mailed registration form.

### PROGRAM SCHEDULE

Check-in: 8:30 a.m. – 9:00 a.m.

Program: 9:00 a.m. – 4:00 p.m.

### CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program and we will refund your tuition less a \$25 cancellation fee. If you need to cancel less than 10 business days prior to the program, you may 1) send a substitute from your organization or 2) transfer your registration fee to another program of your choice that is scheduled within 12 months of your original event. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

### PLEASE NOTE:

- We will e-mail, fax, or mail your confirmation to you once your registration is completed.
- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording. See your program leader for audio and video program availability.
- Lunch and parking expenses are not included.
- If using a purchase order, please attach it to a completed registration form and mail to us right away.
- You will receive an attractive take-home Certificate of Attendance at the end of the program — great for framing or including in your personnel file.
- Payment is due before the program.

### TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate to us for payment processing. *Thank you.*

### TAX DEDUCTION

If the purpose of attending a CareerTrack® seminar is to help you maintain or improve skills relating to employment or business, expenses relating to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax adviser.

### CONTINUING EDUCATION CREDIT

**ACE Education Unit** CareerTrack® is approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET). CareerTrack has awarded 0.5 CEUs (5 contact hours) to participants who successfully complete this program. Please verify applicability with your professional board before attending.

The best way to control your future is to **CREATE** it.

# THE Women's Conference

*"Success doesn't come to you, you go to it."*

— Marva Collins



- 12 Productive Sessions
- 3 Motivating Speakers
- Hundreds of Innovative Ideas, Solutions, and Strategies

September 22, 2005 • Charlotte, NC • Four Points by Sheraton Hotel  
September 20, 2005 • Raleigh, NC • Holiday Inn Brownstone Hotel  
September 28, 2005 • Wilmington, NC • Holiday Inn Wilmington  
September 29, 2005 • Columbia, SC • Marriott Hotel Columbia



CAREERTRACK.

P.O. Box 410498  
Kansas City, MO 64141-0498

a division of PARK University Enterprises, Inc.

[www.careertrack.com](http://www.careertrack.com)

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
Park University  
Enterprises, Inc.

Time-sensitive material

#### LET'S AVOID DUPLICATE MAILINGS

If you receive duplicates of the same brochure with different VIP numbers, please send the labels to us at P.O. Box 413884, Kansas City, MO 64141-3884. Please indicate which label is correct, and we'll change our records for the very next update. You may receive some duplicates for a while. Thanks!

Attention: Mail Room Personnel (or Addressee) —  
Please Reroute if Necessary!

ID#  
194167

\*\*\*\*\* ECRLOT \*\* C-076  
00201

VIP 90 002 212 231 43

SANDRA COLLIER  
SER COORD  
GOVERNORS OFFICE CONTINUUM  
1205 PENDLETON ST STE 333  
COLUMBIA SC 29201-3731

